

DESIGNATION

If we compare the *Clean Cities* program to a road-trip, then what has been accomplished thus far, completing the Program Plan, is that we have chosen our destination and the routes we will take to get to that destination. The next logical step then is to get all of the interested parties “on board” by signing the MOU and holding the designation event. Getting everyone on board is what the *Clean Cities* designation is all about. It is the ceremonial *beginning* of the journey— not the destination.

Once the Program Plan is approved, the coalition plans a *Clean Cities* designation event. The event date selection process is a joint effort between DOE and the coalition. This allows DOE and the coalition the opportunity to invite high-level speakers and participants. Usually, the community’s Governor, Mayor, Stakeholders, Elected Officials, high-level members from DOE, and respected community members attend the event. The coalition is responsible for contacting and inviting the local press.

The DOE representative presents certificates to the coalition and to each stakeholder. Several speeches supporting the program are presented, and usually a luncheon is sponsored by the coalition or the stakeholders. To ensure the success of this event, the coalition provides background and event information to DOE prior to the designation. Appendix D, Designation Event Background Request, details the information the coalition needs to provide to DOE one month prior to the event.

Now that the *ceremonial* event has taken place, the journey begins.

IMPLEMENTATION

The implementation phase is where you reap the rewards of all of the planning and time spent developing your Program Plan. The journey continues as you achieve the goals outlined in your Program Plan and as you continue to develop and achieve new goals.

